



PR Batch '22 upscales Creaticon

It is inter-collegiate now!

Sophia Navagaonkar

Creaticon, SCMC's very own PR event, held on 09 May this year, saw enthusiastic participation by students of all batches. The four events conducted for Creaticon - all organised by the 2022 PR Specialisation - challenged the students to truly showcase their strategic, creative and entrepreneurial talent. The winners for the events were announced the following evening.



Organizing Committee of Creaticon 2022

Creaticon is an annual event hosted by SCMC that is centred around the skills required for the public relations specialisation. This year, it had three offline and one virtual event and went inter-college for the very first time, open for participation from SCMS and SID. Navjot Meehnia took on the role of Main Event Manager and Juhi Khera was the Deputy Event Manager for Creaticon 2022.

The very first event for Creaticon 2022 was the setting up of pop-up stalls in the gym lobby. Student-led businesses could advertise and sell their products while competing with each other for the final prize. The pop-up stall competition lasted from 11:00 am to 4:30 pm and featured a range of products, like jewellery, paintings and eatables.

Khushi Kothari (Batch 2022) emerged as the winner for her healthy desserts and sweets, and Harneet Bhatia (Batch 2023) won the runner up position for her stall selling accessories like hair clips and keychains.

The other two offline events were conducted in the afternoon post-lunch. The first one was the PR Quiz, whose theme extended beyond just the same old PR related questions, and ventured into pop culture as well. Hosted by the Lit and Deb Club Heads, Ahan Sen and Kanisha Shah, the Quiz was divided into three exciting rounds which encouraged impressive performances from all the participants.

Manav Shah and Kanishk Joshipura (Batch 2022) were named the winners, while Trisha Welde and Siddhi Satpathy (Batch 2022) were runners-up. The celebrity re-branding event followed immediately after the PR Quiz.

Students had to pitch a strategy for rebranding a celebrity to fit into a role

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Batch '22 sweeps ITS!

Adarsh Tripathi

Ten events; four days; three venues; three Batches. This was ITS 2022 - SCMC's annual intra-college sports festival - In True Spirit - held in the last week of April, where the three batches fight it out for the honours. And this year, it was the Batch of 2022 which held sway and emerged victorious.

The matches were intensely competitive, hard fought, and as always, players battled to defend the pride of the Batch. But at the end of it all, it was a celebration of the spirit of the sport and sportsmanship. The three batches of SCMC took to the fields to write the latest chapter in this book of marvellous tradition.

The greater experience of the Batch of 2022 was pitted against the undying enthusiasm of the Batches of 2023 and 2024. It was that experience that gave the batch of 2022 that edge to emerge the ITS champions for this year, but not before they were given a spirited fight by their juniors.

The young guns of the batches of 2023 and 2024, did not make it easy for the eventual winners. The intensity of the competition between the new batches of SCMC saw a meagre difference of two points between the two Batches.

After some truly amazing performances from the likes of Vaishakh Suresh, Nand-



Atharva Agashe of Batch '22 was the standout sportsperson of the meet, putting in stellar performances across five different events out of ten at ITS.

ini Tupe and Debbansh Bose from '24 and Siddharth Gandhi, Aditi Krishnan and Divyashree from '23, the future for sports in SCMC looks bright, to say the least.

But it was the Batch of 2022 that prevailed and dominated the events. The sports coordinators, Tanaya Morye, Sayanta Sengupta and Mahika Bibiyan, lead by example, cruising past the opposition in every event they participated in.

The sheer dominance of Batch '22 was showcased by the fact that they won a whopping seven out of the ten events in the festival.

Atharva Agashe, who was nick-named 'Mr ITS' by his classmates, lit up the festival with his superb performances. Be it his blistering brace that downed Batch '24 in football, or his scintillating smashes in the badminton court, Atharva led the charge for the Batch of 2022.

He seemed to glide past the opposition effortlessly regardless of the game and his tenacity and focus ensured victory in football, volleyball, table tennis, badminton, and cricket.

While the fight for the laurels was intense, the camaraderie between the players was abundantly evident. After the dust settles, the memories made both on and off the field will remain fresh in the minds of all who stood witness to this epic edition of In True Spirit: SCMC's festival of sports.

Media stalwarts captivate Anukram audience

'Chittagong' and 'Chingri Debi' leave students spellbound

Akshat Bhatnagar

Media students must make publishing and online technology their BFFs, advised Ritu Kapur, co-founder and managing director of The Quint, the leading Indian news and views website. She was speaking about the digital news media and its structure, at the fourth edition of Anukram which took place on 13 and 14 May.

Anukram is a media seminar that is held every year at SCMC and is organised by the Internship Co-ordinators of the college. This year too, Anukram saw several well-known names from the Indian media in its catalogue of speakers.

Nikhil Pahwa, founder, editor and publisher at Medianama, engaged the audience in an interactive discussion where he spoke about the spread of misinformation and censorship. During his talk, Mr Pahwa gave several examples of misleading and incorrect claims, even in advertisements, like Pudin Hara cures Covid.

Munish Bharadwaj, an independent writer and director, spoke about the different aspects of film-making and his personal experiences with dealing with them. He spoke about the language of cinema, screenwriting, the three-act structure,



Guest speakers, faculty members, and the Organizing Committee of Anukram 2022.

and audience engagement. He also gave the audience some great examples of famous film directors such as Ernst Lubitsch and how he would direct his scenes.

Other important speakers present at the seminar included Reema Khendry, senior program manager at Zomato, Shirley D'Costa, CBO at Kulfi Creative, Dr Sheetal Jain, founder and CEO of Luxe Analytics, and Suraj Aiar, founder of QWR. Prof Amitabh Dasgupta, the HOD of Journalism at SCMC, moderated a panel

discussion where the speakers responded to selected questions from the audience. Among films which were screened this year at Anukram, was a special screening of 'Chittagong' which stars SCMC alumni Delzad Hiwale alongside renowned actors like Manoj Bajpayee and Nawazuddin Siddiqui.

The director of 'Chittagong', Bedabrata Pain, joined the session online and shared his experience directing his first feature film. A student degree film 'Chingri Debi' was also screened at the event.